

Warner Bros.' "Four Daughters" are now

**“Four
Wives”**

—A Great Event for Showmen!

Here's the follow-up hit
to "Four Daughters"

Certainly "Four Wives" has everything that made "Four Daughters" a tremendous hit! Pre-sold by the overwhelming popularity of its predecessor, it has waiting audiences everywhere! Plus advertising and promotion assets that make it easy to sell the femme and family trade. Cash in on these natural resources—all set for the greatest wedding ever held between box office and public!

Priscilla Lane · Rosemary Lane
Lola Lane · Gale Page

The 'Four Daughters' Are Now The

“**FOUR WIVES**”



The
Character of
"Mickey Borden"
as he appeared
in "Four Daughters"
is portrayed by
**JOHN
GARFIELD**

with

Claude Rains

Jeffrey Lynn · Eddie Albert

MAY ROBSON · FRANK McHUGH

DICK FORAN · HENRY O'NEILL

A WARNER BROS. — First National Picture

Directed by **MICHAEL CURTIZ**

Who also directed 'Four Daughters'

Screen Play by Julius J. and Philip G. Epstein and Maurice Hanline
Suggested by the Book, "Sister Act," by Fannie Hurst • Music by Max Steiner

JACK L. WARNER · HAL B. WALLIS
In Charge of Production Executive Producer

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**The same 10 stars
playing the same
lovable characters
in an entirely
new story
produced by
Warner Bros!**

PRISCILLA LANE

as Ann Lemp

She didn't love Mickey Borden,
but she isn't able to forget him.



ROSEMARY LANE

as Kay Lemp

She believes in making the
love stores she reads come true.



LOLA LANE

as Thea Lemp Crowley

She marries for love, but Ben
is also the town's leading banker.



GALE PAGE

as Emma Lemp Talbot

She is everything a wife is sup-
posed to be . . . but seldom is.



CLAUDE RAINS

as Adam Lemp

Professes to dislike having
daughters, but he loves 'em all!



JEFFREY LYNN

as Felix Dietz

Young and handsome—he said
"I do" to Ann. Who wouldn't?



EDDIE ALBERT

as Dr. Clinton Forrest, Jr.

"Brother Rat" gets himself cleverly
trapped by wedding bells.



MAY ROBSON

as Aunt Etta

The more she scolds you, the
more you know she loves you.



FRANK McHUGH

as Ben Crowley

His heart and money belong to
Thea, and he has plenty of both.



DICK FORAN

as Ernest Talbot

Emma's florist-husband with an
occupational disease—hay fever!



**WARNERS TELL
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Full Page Ads in 14
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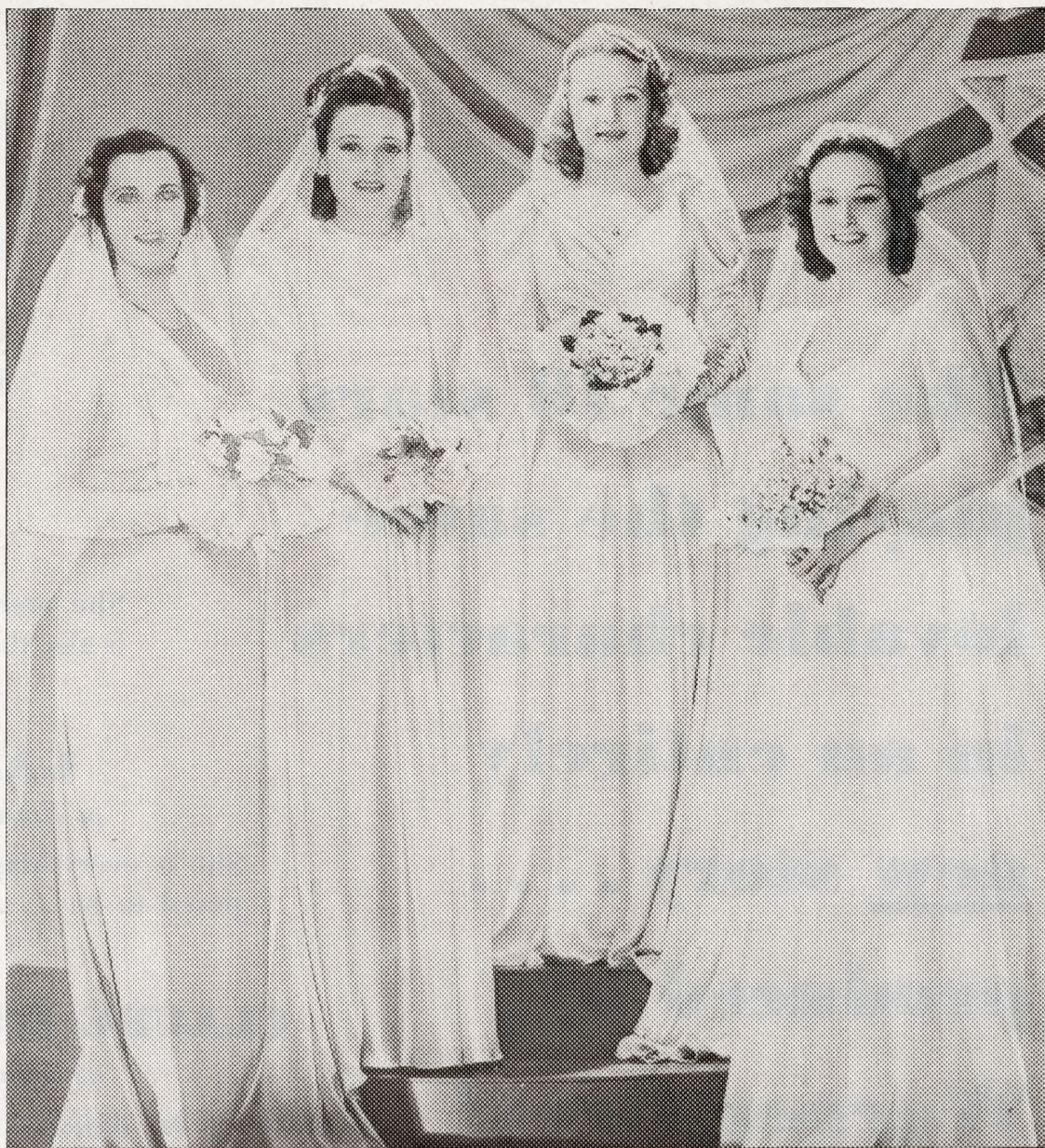


... NOW YOU TELL 'EM!

Cast and Production Staff are reprinted on page 9 for newspaper use.
Mats are available of the half-column photos on this page. See publicity pages for mat numbers.

PUBLICITY

*—and so the
Four Daughters
were married!*



*Still FW423; Mat 307—45c
Gale Page, Lola, Priscilla and Rosemary Lane, the "Four Daughters" of last year's film hit, are now "Four Wives", in the new film sequel with the same cast which is scheduled to make its local debut on Friday at the Strand.

'FOUR WIVES' COMING TO STRAND

Lane Sisters, Priscilla, Rosemary and Lola and Gale Page, Eddie Albert, Jeffrey Lynn, Featured in Delightful New Film Sequel to 'Four Daughters'

a few weeks later that she is to have one of her own, while Emma (Gale Page), the daughter who married Ernest Talbot (Dick Foran), is desolated to learn that she can never have children.

When twins are born to Thea and Ben, later in the film, they let Emma and Ernest have their adopted daughter. The family is deeply concerned about Priscilla, who seems unable to for-

get her former marriage. Jeffrey is waiting for her to marry him and at last she consents.

The whole family puts their collective heads together to provide a big wedding for Priscilla and Jeffrey. But on the appointed day Priscilla, haunted by the memory of her runaway marriage with Garfield can't face the idea of the big ceremony, and she and Jeffrey elope. But marriage doesn't stop her

from brooding and finally, on a wild chance, Jeffrey secretly goes to work composing a beginning and ending for Garfield's music. He has to go on a concert tour but soon after he starts, he receives a wire from Priscilla asking him to come back. By the time he arrives she has given birth to a little girl. He has to leave again, and their true reconciliation occurs while he is away, for Priscilla, listening to the radio from her hospital bed hears her husband conduct a symphony orchestra, playing the Garfield composition, now finished. It receives a great ovation and at last Priscilla is satisfied. She is the happiest bridesmaid at Rosemary's wedding, where the strains of the wedding march are mingled with the wails of the four Lemp granddaughters.

The same quality of warmth and humanity which won the hearts of all who saw "Four Daughters" is said to emanate from "Four Wives." While the new story is a separate entity that in no way depends on its predecessor, and can be fully appreciated by those who did not see "Four Daughters," it should prove a joy to those who fell in love with the Lemps last year.

The producers have avoided giving the film any sort of serial treatment, except that the story concerns the same family and characters who were introduced in "Four Daughters."

Michael Curtiz, who guided the destinies of the Lemp family through "Four Daughters," also directed "Four Wives." Suggested by Fannie Hurst's novel, "Sister Act," the screen play was written by Julius J. and Philip G. Epstein and Maurice Hanline. Max Steiner wrote the symphonic musical score which accompanies the film.

The "Symphonie Moderne," the music which is played by the 110-piece orchestra, conducted by Jeffrey Lynn in one of the big climactic scenes, was written by Max Rabinowitch, in collaboration with Steiner.

"Four Wives," the "by request" sequel to last year's best loved hit, "Four Daughters," will have its first local showing at the Strand Theatre on Friday. The original cast of "Four Daughters" is back again—Priscilla, Rosemary and Lola Lane, Gale Page, Jeffrey Lynn, Claude Rains, May Robson, and all the others, with the notable addition of Eddie "Brother Rat" Albert.

John Garfield, who met an untimely death as Mickey Borden in "Four Daughters," will be seen, too, in "Four Wives," but only as a vision. Yet it is this vision which motivates a goodly portion of the plot of the new film. In the earlier story, he was married to Priscilla Lane, who plays Ann, youngest of the four Lemp daughters. After his death, she is prepared to marry Felix (Jeffrey Lynn), whom she jilted because she felt that Mickey needed her. At the beginning of the new story, Felix comes home from a concert tour to claim his bride, but on the day of his return, Ann learns that she is to have Garfield's baby. She broods about her dead husband, feeling that he ended his life and what might have been a brilliant musical career because of her. It is in this phase of the story that she sees the "vision" of her husband, sitting at the piano playing his composition that had no beginning, no ending, only a middle.

Meanwhile the affairs of the rest of the family are literally "expanding" while Adam Lemp (Claude Rains) and Aunt Etta (May Robson) look on with loving joy and sorrow. Kay (Rosemary), the only daughter who had no romance in the earlier picture has fallen in love with the young doctor played by Eddie Albert, and, aided by her sisters' advice, is busy luring him to the altar. Thea (Lola Lane), the daughter who married money, in the person of Ben Crowley (Frank McHugh), adopts a baby girl, only to learn

Original Cast of 'Four Daughters' Back in New Film Sequel, 'Four Wives'

"Four Wives," sequel to last year's "Four Daughters," will have its local debut Friday at the Strand Theatre. "Four Wives," in which Priscilla, Rosemary and Lola Lane, and Gale Page play the title roles, features the same cast as "Four Daughters," including John Garfield, who died in the original story. He returns in vision form in the new picture.

Others in the original family portrait who are prominent in "Four Wives" are Jeffrey Lynn, Claude Rains, May Robson, Frank McHugh, Dick Foran and Vera Lewis, the gossipy "gate-swinger" of "Four Daughters."

There's a new and very delightful addition to the family, too. Eddie Albert, the young comedy star of "Brother Rat", plays the young doctor for whom Rosemary Lane successfully sets her wedding bonnet in the film. Rosemary, you will remember, is the only one of the four daughters who didn't "get her man" in the earlier picture. Also added to the cast

is Henry O'Neill, in the role of Albert's father.

Still other additions to the family tree are four girl babies. First of these to make her appearance in the film is the year-old child which is adopted by Lola Lane and Frank McHugh in the story. Then Priscilla gives birth to a girl baby, and Lola caps that by having twin girls.

"Four Wives" takes up the story of the Lemp family where "Four Daughters" left off. The two oldest daughters are already married, Priscilla, the youngest, widowed in the earlier film, is about to marry her first love, played by Jeffrey Lynn, when she learns that she's to have a baby by her dead husband. The fourth girl, Rosemary, puts on a matrimonial campaign, as mentioned above, with the help of all her sisters.

Suggested by the Fannie Hurst novel, "Sister Act", the script was written by Maurice Hanline, Philip G. and Julius J. Epstein. Michael Curtiz directed.



Still FW406; Mat 204—30c

THEY'RE DIETZ AND LEMP AGAIN—Jeffrey Lynn and Priscilla Lane continue their hectic romance, begun in "Four Daughters", in "Four Wives", the new sequel to last year's hit. "Four Wives" opens at the Strand Friday.

Baby of Lane Family Now Grown-Up Star Of 'Four Wives'

Priscilla Lane Carries Acting Burden in New Film Sequel to 'Four Daughters'

Priscilla Lane says she was "just a baby" when she began her film career. Says it with tears in her voice.

On the set of "Four Wives," which opens at the Strand Theatre on Friday, she confessed hoping that she was becoming an actress. Critics were very kind to her, she thought, for her work in "Dust Be My Destiny" and "Brother Rat." Praise for the latter, raves for the former.

The fact that she recently landed twelfth in one big popularity poll, and had climbed amazingly in fan mail rating at her own studio, Warner Bros., doesn't console her too much for what she considers amateurishness in earlier roles.

"Everybody treated me like a baby, just as the family had done and Fred Waring and his organization," Priscilla explained with that appealing smile. "They made everything easy, and praised my efforts when they should have pinned my ears back."

And the Lane family "baby," who hopes she's grown up, was silent for a moment as she cut separate letters out of newspaper headlines. These were to be pasted on the dressing room doors of Frank McHugh and Dick Foran, proud new fathers, as ribbing notes. Or something of the sort.

But then, Lola Lane was right there beside her, doing the same thing. So was Rosemary. Only Gale Page, of the four girls who play sisters in "Four Daughters" and its sequel, wasn't cutting out letters to paste on dressing room doors. Gale was wholly out of the spirit of this little off-stage scene. She and her lawyer were discussing a new radio contract!

The "family," as it was represented then, didn't seem to resent Priscilla's charge that it babied her. Lola, however, looked up with a grin to say, "You were a baby, you know."

Now, with this background of acting success, as well as some fair-to-middling earlier efforts in which she was more of a blonde cutie with a wonderful smile than a Thespian of impressive skill, Priscilla is faced by a problem. She had been warned, and herself realizes

that her current role is the toughest she has played.

Says Priscilla, "In the earlier picture I merely went through a little love affair. There was no complicated soul struggle. My part in 'Yes, My Darling Daughter' was much more exacting. But in 'Four Wives' I have to portray an inner struggle that's very complicated, to say nothing of the emotions of widowhood and motherhood—having one man's baby while married to another, incidentally. Just the same, I'm glad to try."

In "Four Daughters" Garfield's acting burden was heaviest. In "Four Wives" there can be no doubt that the greatest and most exacting histrionic job rests on the shoulders of the Lane family's "baby sister."

Wedding Bells for Fourth Daughter

Rosemary Lane thinks every motion picture actress should get married at least two or three times. But in pictures, not real life, she hastens to add.

Until a girl not only gets her man but leads him safely to the altar she is apt to lack a certain confidence, Miss Lane explains. She remains an ingenuite at heart. Once she's portrayed a wife, however, she begins to attain dramatic maturity.

Miss Lane speaks with the authority of experience. She was married for the first time in the Warner Bros. picture, "Four Wives" which opens at the Strand Friday. Eddie Albert is the man to whom she was married and they were wed in the grand style before a stage full of spectators.

Lola and Priscilla, Rosemary's sisters, were both married in "Four Daughters," but Rosemary didn't even have a beau.

But in "Four Wives," the "middle Lane" really gets a break. She has a much meatier role than she had in "Four Daughters," and her romance with Eddie Albert provides much of the intimate humor of the film production.

Acting Lane Girls Are Full-Time Job For Mother Lane

Mothers who think they have their hands full getting a couple of youngsters off to school in the morning might well consider the problems of Mrs. Cora B. Lane, of North Hollywood, Calif., who happens to be the mother of three grown daughters who are motion picture stars.

Nine times out of ten when Priscilla, Rosemary and Lola Lane are appearing together in a production as they are at present—in Warner Bros.' "Four Wives," which opens at the Strand Theatre Friday—all three will have simultaneous calls to be on the set at 8:30.

When that happens Mrs. Lane shudders, sets the alarm and goes to bed early the night before. She is up at 5:30. In the kitchen she snaps on the light and, because it is too early to wake the servants, squeezes



*Still FW421; Mat 109—15c

HERE COME THE BRIDES—Priscilla, Lola, and Rosemary Lane and Gale Page all say "I do" in "Four Wives", which opens Friday at the Strand.

fruit juices for her daughters—grapefruit juice for Priscilla, orange juice for Rosemary, and tomato juice for Lola.

Rosemary usually suggests as she sips her orange juice that the other girls go ahead to the studio, and ask Director Michael Curtiz to start the day's shooting with some scene she isn't in. Then, while Lola and Priscilla are racing for the shower Rosemary crawls back under the covers where she remains until her mother discovers her.

While the girls are dressing she rehearses with them their lines for the day, and takes part in the general discussion as to who should drive the car to the studio. At the door she sees that they have their scripts.

NEW STILL SERVICE!...

Stills available on most of the scene cuts on the publicity pages in this Campaign Plan. Price 15c each. Order by still number indicated under each cut, from Campaign Plan Editor. If still number is not given, photo is not available because the cut was made from a special retouch or a composite. (* Asterisk denotes still is included in regular set available at local Vitagraph Exchanges.)

Four Daughters Get New Lease on Life In 'Four Wives'

By Popular Request, Original Cast of Beloved Hit Comes Back In a New Sequel

Every day, in various ways, the lives of popular screen characters are getting longer and longer.

Most characters, it is true, still live but a single picture. They go their adventurous and romantic ways for seven, eight or nine thousand feet of film, and pass into oblivion. Unless they are definitely killed off, however, the exceptional favorites may fare better these days. The public has discovered it can resurrect them by the simple expedient of appealing to the studios who created them.

Consider, for example, the remarkable Lemp sisters played by the three Lane girls and Gale Page. Originally they were scheduled to live only through the film, "Four Daughters." The public wanted them back, so they've been given a new lease on life in "Four Wives," which opens at the Strand Theatre on Friday.

Furthermore, Warner Bros. studio has gone to some pains to extend their life expectancy. In "Four Wives," three of the girls have babies and the fourth sister, who escaped matrimony in "Four Daughters," is happily married off.

Much the same system, possibly based on observation of nature's highly efficient method, has been used by Warners to insure the continued existence of the highly popular characters of last season's comedy hit, "Brother Rat." It will be recalled that Jane Bryan and Eddie Albert became fond parents in "Brother Rat."

Along with Priscilla Lane, Wayne Morris, Jane Wyman, Ronald Reagan and the other characters of last year's success, they're coming back in "Brother Rat and a Baby." Peter B. Good, aged 14 months, is the "crown prince" of the Brother Rat family.

The Lemp girls and the Brother Rat clan differ from the series' picture characters in that their screen life courses were not charted in advance to run on indefinitely. They were put on the screen in complete stories that had no "continued next week" (or next year) implications.

As a matter of fact, the Warner Bros. scenarists were put to rather a problem in meeting the public demand for bring-

ing the Lemps back to the screen because in "Four Daughters" they had killed off John Garfield, one of the key characters. They solved that problem most ingeniously by writing Garfield's "ghost" into the "Four Wives" story. Garfield appears briefly in the picture as a vision seen through Priscilla Lane's eyes. It is Priscilla's memory of him that provides the basis of the plot.

"In Four Wives," the writers were careful to avoid killing any more key characters. Except for introducing the babies, however, they otherwise avoided any semblance of series treatment.

New Modern Symphony Played in 'Four Wives'

Warner Bros.' studio has received thousands of letters asking about the musical theme John Garfield played in scenes of the picture "Four Daughters." That theme has now been elaborated into an original symphony called "Symphony Moderne," which is presented in "Four Wives," the sequel picture to "Four Daughters." Max Rabinowitsh, who composed the original theme, and Max Steiner, collaborated on the symphony.

May Robson Solves Landlord Problem

May Robson, "landlord" on a large scale in private life, told the secret of how she can accept families with little children and still keep her apartment houses and gardens in such fine shape.

"Muzzie May," now playing in Warner Bros.' "Four Wives," at the Strand says she merely offers prizes for the children who do most to keep the gardens and their own apartments neat and clean.

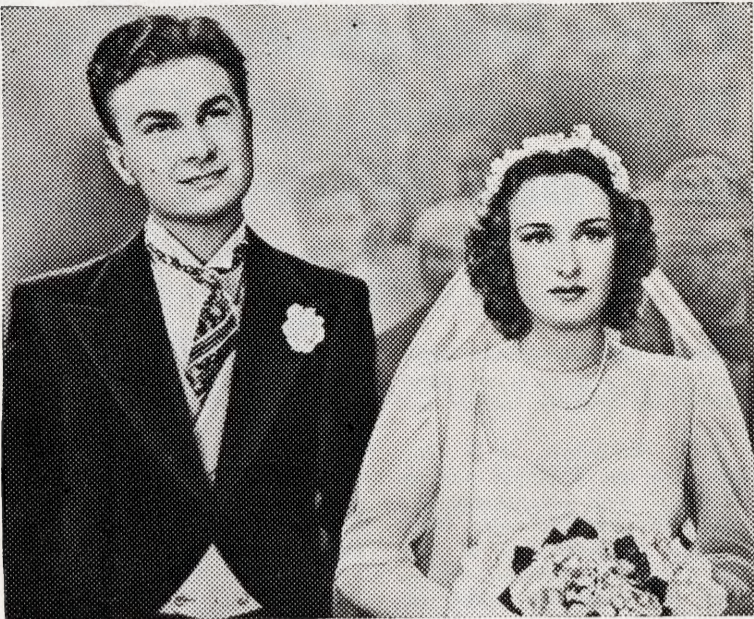
Vest-Splitting Job

Jeffrey Lynn has all the sympathy in the world for Leopold Stokowski, whose stiff wing collar popped out of place the other day leading a Philadelphia concert. Lynn played a symphony orchestra conductor for scenes in "Four Wives"—and split 11 formal white vests in the process of doing it.



Still FW401; Mat 205—30c

IT'S PAPA WHO PAYS—Claude Rains as Papa Lemp gets an "earful" from May Robson, in the sequel to last year's "Four Daughters", "Four Wives", starring the Lane sisters and Gale Page, which opens at the Strand on Friday.



Still FW69; Mat 206—30c

BROTHER RAT IN A TRAP—Eddie Albert says "I do" to Rosemary Lane—who thereby becomes one of the "Four Wives" in the picture of that name which has its first local showing at the Strand on Friday.

Acting 'Dumb' Made Smart Eddie Albert Big Comedy Star

Clicked as Slow-Witted Cadet In 'Brother Rat' On Stage and Screen, Now Starring In 'Four Wives'

Acting dumb is the smartest thing Eddie Albert has ever done. And Albert is a very bright young man, smart enough to be earning an annual salary that would make most bank presidents envious.

Albert first got smart and acted dumb when he quit a soda jerking job in Minneapolis, Minn., to try for something better. Everyone told him what a sap he was to give up a job when they were so scarce.

Eddie agreed he was probably dumb and proceeded to get himself odd jobs as an entertainer. He played stooge for a strong man act. He danced and sang at club parties and amateur night programs. He looked and acted so bewildered and dumb that audiences roared at him—and booking agents and sponsors kept on hiring him.

He did so well with these odd jobs that he was able to finance his way through two years at the University of Minnesota.

Then he really acted dumb in a colossal way. He left the University and went to New York to win his fortune. His friends lost no opportunities to tell him just how dumb he was. Eddie agreed—sincerely this time.

For a long time, Eddie had been acting dumb—in the opinion of his fellow Bohemian entertainers—by devoting all of his spare time to writing instead of playing around. One day he took a radio script to a producer. But instead of buying the script, the producer hired Eddie as an actor.

Eddie "clicked" on the radio

and got a regular place on a national program. He was doing fine, but he just couldn't keep from acting dumb. He quit the radio to try for a stage career. His first chance was a walk-on bit in a play that lasted only about as long as his part.

He could have gone back to radio, but he preferred to keep on acting dumb. He stuck with the stage.

George Abbott was preparing to launch a comedy called "Brother Rat," with a comparatively unknown cast. One of the parts was that of a college athlete with a heart of gold, and a mind that functioned slowly to say the least. Eddie landed that role, and was a riot as the dumb Bing Edwards.

When Warner Bros. decided to make "Brother Rat" as a picture, Eddie was offered his original role. He had his choice of several Broadway plays. Most of his friends told him he would be awfully dumb to go to Hollywood just then.

The rest is comparatively recent, and in theatrical circles well known, history. Eddie won film stardom through making Bing Edwards one of the most appealingly amusing dumb guys ever to blunder across the screen. He went right back to Broadway to star in a musical—not start over again.

Then he hurried out to Hollywood again—at an increase in salary—went into the stellar cast of "Four Wives." The film which opens at the Strand Friday is a sequel to last year's hit "Four Daughters," and was directed by Michael Curtiz.

Memory of Loved One Is Cleverly Handled in Film

A girl, a man and a vision comprise what is probably the screen's strangest romantic triangle.

The girl is Priscilla Lane. The man is Jeffrey Lynn. And the vision is that of John Garfield. "Four Wives," Warner Bros.' sequel to "Four Daughters," is the picture. It will open Friday at the Strand.

"Four Daughters" ended with the way apparently smoothed for Lynn and Priscilla to be married and live happily ever afterward. Garfield, Priscilla's first husband in a marriage that proved an unhappy mistake, got himself killed in a traffic crash.



Mat 105—15c JOHN GARFIELD

But in "Four Wives," Priscilla is haunted by her memories of Garfield. She is obsessed by the fact that he was a failure and blames herself because a promising career was cut short. She can't rid herself of visions of Garfield as he sat at the piano and played for her one of his own compositions—a melody that had no beginning or end, just a middle.

Thus Garfield's memory is the "menace" of the story. It is perhaps the first time in film history that a vision has been the "other man" in a romantic triangle.

Director Curtiz Has Too Many 'Favorites'

Director Michael Curtiz is too impartial.

Coming to the set of "Four Wives" for the first day of work in the sequel to "Four Daughters," Rosemary Lane gave a squeal of pleasure. On her dressing room door hung a painted wooden sign: "Mike Curtiz's Favorite Actress."

Just then Claude Rains discovered a board on his dressing room door. It read: "Mike Curtiz's Favorite Actor." While Claude was making a polite protest the whole cast in succession—Priscilla and Lola Lane, Jeffrey Lynn, Dick Foran, Gale Page, May Robson, Frank McHugh, Eddie Albert, Henry O'Neill and Vera Lewis—all discovered identical signs on their dressing room doors!

One Shade to Another

Claude Rains calls John Garfield "The Invisible Man" now. That's the title of one of Rains' first starring pictures, in which he played the title role and was seen only in a brief flash at the end of the film.

Garfield and Rains appear in Warner Bros.' "Four Wives," now showing at the Strand, the former only in a three-minute scene in which he's semi-transparent!

Simplifies Everything!

Director Mike Curtiz was explaining to Rosemary Lane how to play a certain scene in "Four Wives" which is currently showing at the Strand. He told her, "You're wondering what this fellow Eddie Albert really thinks about you. You say to yourself, 'Does he love me, or does he doesn't?'"

Not a Gossip at Heart!

Vera Lewis, who plays the inveterate town gossip in "Four Wives," was the only cast member who took no part in any of the "bull sessions" that went on around the set, during production of the film.

(Special to Music Editor)

Musical Theme Made Complete Symphony By Public Demand

Unfinished Piece 'Composed' by John Garfield In 'Four Daughters', Finished for 'Four Wives'

A musical theme that the American public couldn't forget has become a full fledged symphony that is presented from the screen in the Warner Bros. picture, "Four Wives," which opens Friday at the Strand Theatre.

That haunting theme is the one John Garfield played when he sat at the piano and improvised for Priscilla Lane in the movie, "Four Daughters." Max Rabinowitsh, internationally known concert pianist and composer, wrote it to fit Garfield's own description: "it hasn't a beginning or an end—it's just a middle," he called it, disgustedly.

During the year since "Four Daughters" was released, thousands of letters have poured in to the studio asking about that "middle." Many of the writers have asked where they could obtain the music. Others have inquired from what published work it was an excerpt. Far more have demanded that it be given a beginning and an

end and that they be allowed to hear it in finished form.

That last demand is being answered in "Four Wives," sequel film to "Four Daughters." Max Steiner, one of America's leading composers and a member of Warner Bros.' music staff, has supplied the beginning and the end for Rabinowitsh's theme and the two have collaborated on a symphonic treatment.

They call their work "Symphony Moderne," and it is played by a 110-piece concert orchestra for climaxing scenes of "Four Wives." Jeffrey Lynn, who lost Priscilla Lane to Garfield in "Four Daughters" and apparently won her again when Garfield deliberately eliminated himself through a fatal automobile crash, leads the orchestra.

In the story of "Four Wives," Lynn does for Garfield's unfinished composition what in real life Steiner did for the Rabinowitsh theme. He gives it a beginning and an end and makes it a finished symphony.

10 Babies Invade Film Set



Still FW Pub. A40; Mat 202—30c

The Four Daughters—Priscilla, Lola and Rosemary Lane and Gale Page—get married in "Four Wives", and these are some of the results.

Ten squalling, crying babies created a problem on a film set that threatened to remain insoluble, until luck, in the form of a careless electrician stepped in and saved the day.

Ten babies of the youngest possible ages arrived at 10 A.M. at Warner Studio for the hospital nursery scenes in "Four Wives," the film which opens at the Strand Friday. Every preparation had been made: at ten o'clock the actors were ready, camera movements had been rehearsed, all the incandescent lights had been put on a single switch so they could be lighted simultaneously. The plan was to use the babies as soon as they arrived. It was hoped they could be photographed before they started to cry.

But as soon as the babies arrived on the set, and before they could be placed in their cribs, they started to cry. Director Michael Curtiz was in a quandary. He turned around to the people on the set, and the mothers of the babies, and asked if they had any suggestions as to how to keep the babies from crying so hard.

One mother suggested that all

the babies' diapers ought to be changed.

Another mother suggested that if she were allowed to stand next to the camera and shake a rattle the babies would become quiet.

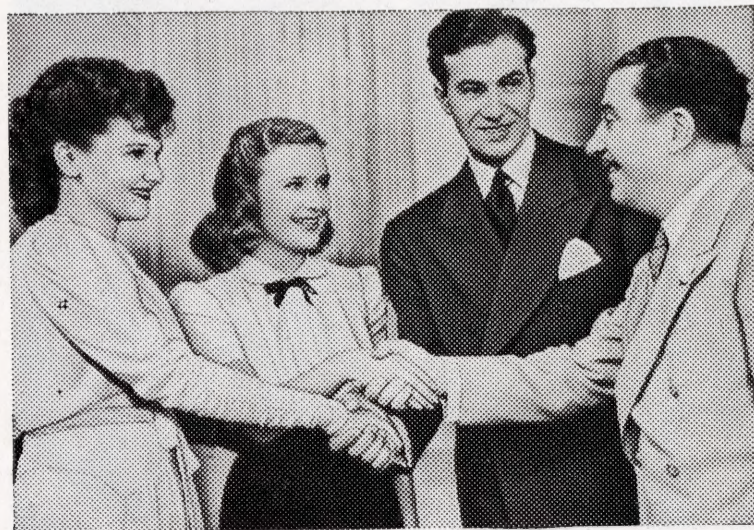
Jeffrey Lynn thought maybe they were hungry.

Priscilla Lane said she had an aunt who made her baby stop crying by turning it over on its stomach. None of these brilliant suggestions were to any avail, however, even the one about the diapers.

Since babies are permitted by the Health Dept. to work only 30 seconds at a time, and two hours in the day, Michael Curtiz was getting pretty desperate.

Suddenly an electrician walking along behind the set tripped and hit closed the light circuit, flooding the set with bright light. Instantly, every one of the babies stopped crying.

Director Curtiz thereupon experimented and discovered that the babies were silent for the first 30 or 40 seconds after the lights went on. In those 30 seconds he got all the scenes he needed, and Director Michael Curtiz is now a wiser man.



*Still FW63; Mat 203—30c

THERE'S GOING TO BE A WEDDING—and that's exactly what there are any number of in "Four Wives" which opens at the Strand Friday. (Left to right) Lola and Priscilla Lane, Jeffrey Lynn and Frank McHugh.

(Opening Day Story)

'Four Wives' Makes Local Bow Today At Strand Theatre

The local debut of "Four Wives" will take place today at the Strand Theatre. A sequel to last year's popular film hit, "Four Daughters," it has the same cast, consisting of the three Lane Sisters, Priscilla, Rosemary and Lola, Gale Page, Claude Rains, Jeffrey Lynn, May Robson, Frank McHugh and Dick Foran. Added to the roster of stars is Eddie Albert, comedy star of "Brother Rat." John Garfield, whose "Mickey Borden" met an untimely death in "Four Daughters," will be seen in "Four Wives," but only as a vision.

While the story of "Four Wives" is complete in itself, it

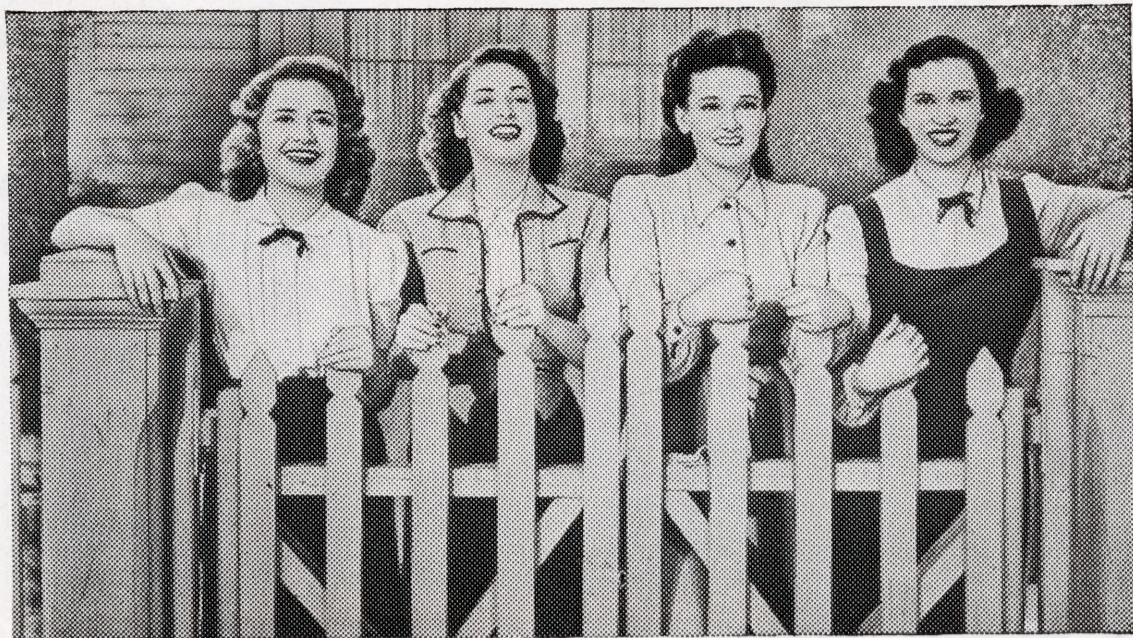


Mat 115-15c
PRISCILLA LANE

takes up the fortunes and romances of the "Four Daughters" where last year's film left off. Gale Page and Lola Lane, who play the two oldest daughters, are already married to Dick Foran and Frank McHugh, respectively, when the story opens. Rosemary, playing the romance-loving middle sister, is still waiting for her dream man to come along, while Priscilla, the youngest, and a widow, is preparing to marry the young concert musician played by Jeffrey Lynn. Already there are prospects of a new generation, too. The girls all go to keep an appointment which Gale Page has with the doctor. But Gale's hopes are blasted when the doctor tells her she will never have children. The same visit reveals, however, that Priscilla is about to have a baby—the child of her dead husband.

Meanwhile Rosemary has found a likely matrimonial prospect in Eddie Albert, who plays the role of a bashful young doctor, and is busily engaged in luring him altar-ward. Lola decides to adopt a little girl, but a few weeks after she has done it, she discovers she is to have her own baby. Priscilla and Jeffrey are married, but the memory of "Mickey Borden" is clouding their happiness, until Jeffrey takes the situation into his own hands and gives her a memory she can cherish.

The same warm feeling has been injected into the film as in "Four Daughters" by Michael Curtiz, who directed both.



REMEMBER THESE GIRLS? They're the Four Daughters—Priscilla Lane, the gay one, Rosemary Lane, the pretty one, Lola Lane, the smart one, and Gale Page, the sweet one, and they're gayer, prettier, smarter and sweeter than ever in their new hit, "Four Wives", which opened yesterday at the Strand.

Still FW469; Mat 303-45c

(Prepared Review)

Four Daughters Get Married And a Grand Time Is Had By All—They're 'Four Wives' Now!

New Film Sequel to Beloved Hit, With Same Delightful Cast Plus Eddie Albert, Gets Cordial Reception From Audiences at the Strand

Many who went to the Strand last night must have done so, as this writer did, with the profound conviction that the "first, fine, careless rapture" of "Four Daughters" could not be recaptured, even by the incredible magic of the movies.

We soon found out that we were wrong.

We found out that the current film has all that its predecessor had, with an added fillip that may be due to a number of things. It may be the babies. It may be the extremely live-wire marital prospect pursued with such airy determination by Kay Lemp, the only one of the four daughters to remain footloose and fancy free as the picture opens.

It may be the strangely haunting beauty of the memory of Mickey Borden as it lives in the heart of little Ann, his widow, who is to become the mother of his child. It may be the brave fight made by Felix Dietz, Mickey's best friend, to be worthy of the love of Ann—or the dignity of Mickey's little song which he said had "only a middle, no beginning and no end"—after Felix had given it the symphonic setting which was to make it immortal. There are many reasons for the fact, and it is a fact, that "Four

Wives" is even more enthralling than its original.

The characters are, of course, the same, with an important addition.

The unforgettable "gate-swinging" lovers who called each other "Lemp" and "Dietz" are again in the capable hands of Priscilla Lane and Jeffrey Lynn.

Lola Lane is the ambitious Thea, who, after much quibbling decides to accept the proposal of self-made and agreeably braggart Ben Crowley, played by Frank McHugh. The gentle Emma is now the wife of the eager but stammering Ernest Talbot—played with the same zest by Gale Page and Dick Foran.

Rosemary Lane is the singing daughter, the airy, indolent, leisure-loving Kay, who sets her pretty cap with such determination for the handsome young doctor, Clint Forrest, played by Eddie Albert of "Brother Rat" fame, who is the important addition.

And John Garfield, who won stardom by his portrayal of the tragic role of the misanthropic Mickey Borden in "Four Daughters," appears again as he lives in the imaginings of his widow, Ann, who fears that marriage to Felix may be an injustice to

Mickey's memory.

Although it was sympathy rather than love that brought Ann to Mickey, her real love for Felix is dampened by the thought of Mickey's failure. It is with the thought of making Ann lose her almost mystic fears that Felix completes the "only a middle" melody. As Ann hears the ovation given the symphony over the radio, she realizes that Mickey is no longer a failure in need of her strength.

Claude Rains sees to it that Adam Lemp, irascible, tender, music-loving father of the four daughters, is as likable as ever. And May Robson rules the household as Aunt Emma, the gruffly gracious. Vera Lewis, as the gossipy Mrs. Ridgefield, who was seen in the last moments of "Four Daughters" swinging on the gate, has an opportunity for many laughs and makes much of her chance. Michael Curtiz directed both pictures.

It is not the intention of this reviewer to spoil your pleasure by telling more of the plot of "Four Wives." A visit to the Strand—preferably with all the family—will prove to you that the Lemps, inlaws, offspring and all—are still quite as you want them to be and that is completely human, natural and delightful.

Claude Rains Gets Needed Experience As Papa in Film

Claude Rains claims he's storing up information from screen roles that will enable him to be a wise father when little 2-year-old Jennifer Rains grows to young womanhood in Beverly Hills.

Playing the father of four grown girls in "Four Daughters" was illuminating, says Rains. Even more so is carrying on his cinematic parenthood in "Four Wives," the sequel which opens at the Strand Friday. He becomes a grandfather—of a lot of other children, all girls, to his amusing screen regret.

Rains points out that he studies fatherhood and its problems for "Four Wives," which is more, he opines, than most prospective fathers of marriageable girls do. In addition

he learns from the fine character he plays, the realistic but whimsical etching of a music professor who tries hard to be a good father to his motherless girls. And even the advice of others, showered on a man playing such a role in the way of suggestions from director, cast and so on, advance his education! Rains is glad to accept all suggestions.

"Jennifer is going to be indebted to Priscilla, Rosemary and Lola Lane and Gale Page, my screen children," Rains confessed. "They've taught me a lot, in the way actors help each other to understand a character."

Rains isn't ordinarily a person who talks about the newest cute tricks of his first-born. In fact, he struggles heroically to avoid doing so, but this is usually too difficult a task.

Behind a sardonic and challenging eye and a crusty manner, however, the actor is as naively proud of little Jennifer as any father, as eager to talk about her. On the set of "Four Wives" he had Frank McHugh and Dick Foran and other proud fathers to swap lies with.

The other day he watched Priscilla, Lola and Rosemary Lane and Gale Page doing a scene while he sat on the sidelines. May Robson and Jeffrey Lynn sat beside him. They report he mumbled to himself, "It'll be great to have Jennifer grow up to their age and boss me around like these girls do to poor old Adam Lemp."



Mat 112-15c
CLAUDE RAINS

FOUR DAUGHTERS ARE 'FOUR WIVES' NOW—MEET THEIR HUSBANDS

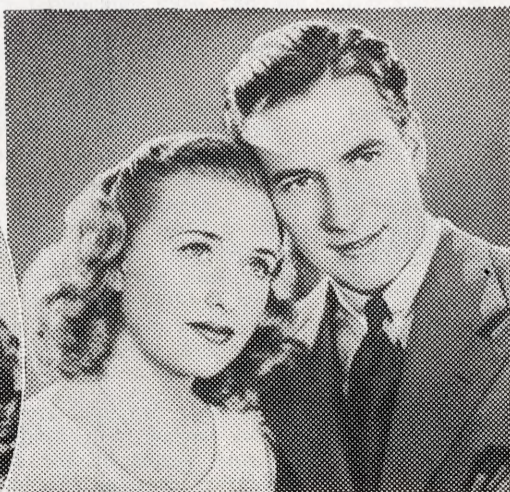
KAY AND CLINT



EMMA AND ERNEST



ANN AND FELIX



THEA AND BEN



"FOUR WIVES" is a return visit to Warner people you already love—the four daughters and their home folks! Kay and Clint Ernest, Gale Page and Dick Foran; Thea and Ben, Lola Lane and (above) are played by Rosemary Lane and Eddie Albert; Frank McHugh. Here are folks to renew your faith in humanity!

(Mat 503-B — 75c. Order from Campaign Plan Editor. May be cut apart and cropped separately as one-cols.)

Matrimonial Do's and Don'ts For Real Life Wives Suggested By Stars of 'Four Wives'

Priscilla, Rosemary and Lola Lane, and Gale Page
Each Have Own Ideas of What Makes Happy Marriages



*Still FW29; Mat 201-30c

IT'S FATHER'S DAY—and Claude Rains is the proud papa of the film family in the new Warner Bros.' hit, "Four Wives". (Left to right) Lola Lane, Frank McHugh, Rosemary Lane, Gale Page, Rains, May Robson, Dick Foran, Priscilla Lane and Jeffrey Lynn are all in the family!

Hollywood Party Suggestions

From the Stars of 'Four Wives'

Sunday night supper is an open-house affair at the Hollywood home of the Lane sisters. Informality is the kyenote of these parties, with guests helping themselves to any or all of the dishes laid out on the large dining room table. Here's a typical menu: Onion soup au gratin, Lane Salad Bowl (tossed greens, laced with Julienne strips of ham and chicken, French dressing), Spaghetti En Casserole with Italian meat sauce, hot rolls, Compote of fresh fruit, coffee. The hot dishes are kept heated over tiny alcohol burners, the salad and compote bowls rest in larger bowls of chopped ice. If you're planning a party for a larger group than you can seat around your dining room, why not consider this idea with this menu as a basis—it's a perfect one for a mid-winter evening.

Like most single "career" girls, Gale Page does her entertaining on a small scale, but her girl friends have standing invitations to drop in for tea on the days she is not at the studio. For these intimate little parties, she serves tiny sandwiches of two or three varieties, plum-size cup cakes with colored frostings, and of course, plenty of well-brewed tea. Sandwich fillings she likes best are minced chicken blended into a paste with mayonnaise and chopped

olives, and cream cheese mixed with shredded pineapple and apricots. The cakes she makes with a plain cup-cake recipe in a special small size tin. Then she prepares three or four bowls of frosting each colored with a different vegetable coloring. She dips the cakes into these until they are completely coated, then leaves them to dry on a sheet of waxed paper.

May Robson is of the old-fashioned school which believes guests, whether they stay for only five minutes or come to spend the winter, must be offered some refreshment. For the "just dropped in to say hello" variety, Miss Robson always produces some novelty in the way of a refreshing drink. Her newest one—and a very good one it is—is "banana squash," which is made simply by beating a banana to a pulp (easy enough to do with a fork, but easier yet with one of the new electric mixers) and stirring it into a tall glass of iced orange juice. Another delicious drink she serves is "Spiced Mocha." For this she uses freshly brewed strong coffee, into which she mixes one-half tablespoon of chocolate syrup and a pinch of powdered cinnamon, pouring the steaming liquid into glasses full of ice just as she is ready to serve it. In colder weather, she serves it piping hot.

Shampoo Trick

In reminiscing mood on the set of "Four Wives," May Robson recalled how actresses in her youth gave themselves quick shampoos when long hair took hours to dry. For a quick, dry cleansing during the cold weather the girls bought powdered orris root in bulk form at the corner drug store, sprinkled it through the hair, then brushed it out. The fine powder removed all soil and oil, leaving the hair soft and glistening. For a quick dry after a wet shampoo the girls would heat big Turkish towels before briskly rubbing the hair with them. Although old-fashioned ideas are still good,

New Rain Togs

Priscilla Lane believes in wearing her gayest clothes on rainy days, because she thinks that cheerful colors take the curse off gray and cloudy skies. Her favorite rain outfits are a blue oilskin cape with matching hood, a gay red, green and black plaid waterproof coat with a matching umbrella that has a little compartment in the handle for change and cosmetics, and a white trench coat with aviator's helmet to match and knee-high white rubber boots. Priscilla, who is currently starring in "Four Wives", confesses that the outfits are so charming that she almost prays for daily showers.

No four wives are ever going to agree fully on the magic formula that makes the wheels of matrimony run smoothly—not even four movie wives. The writer re-learned that recently in chatting with Priscilla, Rosemary and Lola Lane and Gale Page, the stars who play the title roles in Warner Bros.' "Four Wives," which is currently showing at the Strand. "What," each girl was asked, "do you consider the cardinal mistakes made by wives? Your guesses are as good as any others, and at least you can be sure that what you say won't be used against you in divorce court."

As the youngest of the "Four Wives," Priscilla Lane was called upon the witness stand first.

"Fools rush in where angels fear to tread," Miss Lane quoted, "and I guess the same thing goes for mere theorists. Based upon my profound experience as a movie wife only, I'd say that the greatest mistake is being jealous."

Some Jealousy Needed

"Of course," Priscilla added, "there's a reverse angle to that jealousy business, which makes it the more dangerous. If a wife shows no signs of ever being jealous, her husband is apt to think she doesn't love him and to eventually accuse her of being interested in someone else."

Being moody for inexplicable reasons is another vital wifely mistake Priscilla listed.

"I got that one right out of the picture," she explained. "I'm married to Jeffrey Lynn and I love him, but I'm far from the sort of wife a man would cling to, until I've learned a lesson. I'm brooding about my first husband, John Garfield, who was

killed in 'Four Daughters.' As a result, I'm cold and indifferent to my husband. And I can't give any logical, sane reason for my attitude. Men are logical animals and they can't understand feminine moods and whims. What they can't understand, they resent. And resentment leads to divorce courts."

Lola, Priscilla's older sister, was the next of the "Four Wives" to take the stand.

Husband Needs Ego

"The little mistakes add up to the big total that causes the crisis," she said. "And the worst of the small mistakes a wife can make is to take pot shots at the husband's ego. Every man wants to be an important personage, if not actually a hero, in his wife's eyes."

Among other little mistakes Lola listed were musing newspapers and using the comic sheets to wrap up the garbage or start the fire; or constantly interrupting with remarks when the spouse is engrossed in the sports pages and the serious decision of whether to bet on the first horse in the fourth race, or the last horse in the fourth race.

Brunette Gale Page took up the mistake parade by leading off with the "perfect companion" illusion.

"Being a pal to the husband is a great idea," Miss Page said, "But too many wives make the mistake of carrying it beyond reasonable bounds. They cut themselves in upon the poor man's poker and golf games and his fishing trips. They may loathe all those things, but with false enthusiasm, they pretend to adore them—and generally ruin them for the husband."

So far, none of the "Four Wives" had touched upon the mistake of nagging, but Miss

Page quickly corrected that omission.

"It's almost too obvious to need mentioning," she said, "or I would have listed it first. Constant nagging will wear away any patience. I think occasional explosive word scraps are far less damaging."

After all the mistakes the first three stars had listed, it seemed there wouldn't be any left for Rosemary Lane to mention. Rosemary, however, soon dispelled that idea.

"They've missed the whole point—the mistakes of mistakes," she said. "That's marrying the wrong man in the first place. If a girl uses the intelligence God gave her in selecting a mate, she can avoid a lot of those other errors."

With that premise disposed of, Rosemary proceeded to recount some of the common mistakes her sister "wives" had overlooked.

No Lies Are White

"Telling lies, white or otherwise, is one of the most serious," she said. "Men have stricter ideas about truth than most women. Fibs that seem perfectly innocuous and harmless to us are apt to loom as monumental prevarications to them."

"And then there's the tragic mistake of taking marriage for granted, which often involves the neglect of the feminine charm that first attracted the husband. Men seldom forgive that—at least in pictures."

There you have them, the considered opinions of four movie wives. Checking over that imposing list of common errors, it might almost seem the greatest mistake a girl could make would be to get married. That, however, can't be true. Hundreds of millions of women can't be wrong.

Campus Togs Are Ripe for 'Cribbing'

Cribbing is no crime in fashion if it helps to lift a campus perennial like the sweater and skirt out of the uniform class, declares Designer Howard Shoup. Having done the youthful togs for the Lane sisters and Gale Page to wear in Warner Bros. "Four Wives," now showing at the Strand, Shoup is full of suggestions ripe to be copied.

There are three hints for the co-ed in Priscilla Lane's wardrobe. A black shetland wool sweater is accompanied by a necklace made up of inch-square tags of plaid wool which match the skirt and tam.

The collegiate follower of monotone fashions is welcome to Shoup's idea for Rosemary Lane. She wears knee-length socks, sweater and hat knitted of French blue yarn and unites them with skirt and oxfords dyed to a perfect match.

Gale Page's contribution to the smart cribber is a cerise sheer wool sweater styled with wide front waistband which becomes a sash in back, tying into a huge bustle bow. Lola's contribution is a bunny-lined hood.



Mat 116-15c
GALE PAGE

Glamour Tips

From 'Four Wives'

Pretty knees are as important as a pretty face now that short skirts are showing them. Rosemary Lane, featured in the cast of "Four Wives" at the Strand, comes to the rescue with knee-knowledge she picked up in physical education classes.

Anything that hinders proper circulation in the legs causes flabby muscles and over-large knees, so Rosemary advises against tight garters, tight shoes, and sitting with firmly crossed knees. Ankle-crossing is not only better for leg beauty, but has been considered more decorous since the first book was written on manners and morals.

Matching gloves to jewels is a color thought from Gale Page, currently featured in Warner Bros.' "Four Wives." Turquoise suede mousquetaire gloves match a turquoise choker necklace and give life to a dress of coffee bean brown. Very short gloves and ruby red kid conspire with a ruby brooch to lift a black dress from the doldrums.

Lola Lane has invisible pockets for sachet pads hidden in the yoke seams of her sports and street dresses. She inserts a new packet each time a dress returns from the cleaners.

Priscilla Lane thinks so much of the new vogue for matching turbans to daytime frocks that she orders an extra square of the material of every dress she buys and makes a turban of it.

'Four Wives' Dress To Please the Men

Women who admit they dress to please men can't go wrong in drawing inspiration from fashions Howard Shoup of Warner Bros. creates for the screen.

Shoup's test of clothes for "Four Wives," starring the Lane sisters and Gale Page, was whether they would please the male audience. In his years of getting reactions from producers, directors, and male critics he has discovered that just as most men agree on masculine styles, they also agree on

feminine. If a woman wants to please Mr. Average Man, and yet be chic in 1939, Shoup here-with lists her best fashion bets:

The princess, Empire, or Grecian silhouette, a widely flared skirt and a semi-fitted bodice.

A polo coat, a vagabond hat, a semi-tailored suit, but nothing else that verges on the masculine in style.

A turban or conservative halo hat.

Jersey, taffeta, and silk fabrics—monotones, small checks, polka dots, faint stripes—white and everything in the blue or rose color family.



Mat 114-15c
LOLA LANE

'Four Wives' Has Fashion Lesson for This Year's Brides

Silhouettes may come and go but the white satin bridal gown fashioned on slim lines goes on forever. The three Lanes, Lola, Rosemary and Priscilla and Gale Page all illustrate in "Four Wives" how perennial this cut of gown is. Although Rosemary is the only one off the satin side in mouseline de soie her gown too shows slim hips and a trailing skirt. The sleeves in Priscilla's slipper satin are model in the Elizabethan mode launched by Orry-Kelly recently and which promises to become very popular. They show small puffs at the wrists graduating to enormous ones at the shoulders. Priscilla was so enthused over this type of sleeve that she planned a New Year's evening coat in heavy dark rose satin which she'll wear over a red wool dinner gown the coat puffs outlined with rubies and cabochons.

The "coxcorn" hair do is worn by Lola for the first time. All the hair is swept up away from the nape of the neck, ears and brow with myriads of pin curls which fall from front to back in a coxcorn effect. Lola thought it a bit frivolous for a mother, especially of twins, but Perc Westmore assured her that mothers are now supposed to look as new as their offspring.

There is a great deal of smocking used by Howard Shoup, the designer. A dirndl waist on suspender slacks for Rosemary has smocked detail, also the yoke of a pleated beige crepe Lola wears.

Priscilla remains true to her youthful looks by wearing boxy coats, pleated skirts, blouses with Peter Pan collars, skirts with flares and a young girl's locket. She likes this locket as much as Gale Page likes her pearls. One coated outfit with black and red plaid skirt has a very contrasting swiny top in oyster wool with broad plaid collar to team with the skirt. Priscilla found that long finger nails are completely impractical for violin playing and handling babies. She had hers filed short but covered the entire nail with polish to simulate length which she never otherwise does.

That fur hats won't be relegated to the closet shelf come spring is shown by an ensemble for Lola. It's one of Shoup's most striking costumes. In eggshell broadcloth a princess coat has a dashing hussar collar of mink with matching hat banded in the fur. The outfit is smart for early spring wear.

Lemp Home Rebuilt For 'Four Wives'

It's harder to do it over than to do it the first time.

That was the conclusion of a crew of Warner Bros.' set decorators and builders when the home used in "Four Daughters" had to be duplicated precisely for "Four Wives," sequel to the earlier film.

The first part of their task was to assemble photographs, blueprints, lists, and diagrams of the original film set. Next, property storerooms had to be scoured for articles. A wall paper which had since been used up in other pictures had to be tracked down to the manufacturer who had supplied it. Furniture had to be rebuilt. A sofa which had been re-upholstered had to be torn apart and restored to its original condition.

The set decorators and builders blame their hard work on the public. "Fans," they agree, "have sharp eyes."



IT'S ALL RIGHT FOLKS, THEY'RE SWINGING ON THE GATE! A family crisis is averted when Priscilla Lane and Jeffrey Lynn (out of the camera's range) go for the afore-mentioned ride. The interested onlookers are (left to right) Lola Lane, Frank McHugh, Rosemary Lane, Claude Rains, May Robson, Dick Foran, and Gale Page, and the scene is from the gay new sequel to "Four Daughters"—"Four Wives" at the Strand.

*Still FW26; Mat 302—45c

Star Shorts and Production Notes

Dressed to Chill

Priscilla Lane and Jeffrey Lynn were complaining about the heat on the "Four Wives" set while ten babies in the scene with them seemed perfectly happy. Finally Director Michael Curtiz became exasperated.



Mat 106—15c
JEFFREY LYNN

"Great big people like you should be ashamed by these babies," he declared. "Look at that little fellow," pointing to a chubby infant, "not a whimper."

"Well," answered Jeff as he eyed the gurgling, one-garmented baby, "if I dressed like that maybe I wouldn't either."

Film Family History

For the benefit of those in the film audiences who see "Four Wives" but who missed "Four Daughters", the picture which first brought the Lemp family to the screen, the story of the previous picture is brought in in a simple but clever fashion. Rosemary Lane, one of the four girls in the title roles, tells her new boy friend the family history while they are lingering at the front gate after their first date together. "Four Wives" is now at the Strand.

Plays Lovable 'Babbitt'

There aren't many actors who can take a stuffed-shirt, Babbitt kind of a role and make it endearing, but Frank McHugh is an exception to that rule. In last year's "Four Daughters," and this year's new sequel "Four Wives", Frank plays the rotund little banker who is always thinking of new ways to add to his substantial fortune, the sort of fellow whose mind is always on commercial matters. Nevertheless, the way McHugh plays the character, he is a likeable chap whose preoccupation with making money can be forgiven him, because he uses it to make folks happy.



Mat 108—15c
FRANK McHUGH

Reel Vacation

During the filming of "Four Wives," an interviewer asked Director Mike Curtiz what he did in the evenings.

"I go to movies," replied Curtiz. "I've got to do something to take my mind off my work."

Had the Wrong Baby!

Michael Curtiz, in filming scenes of "Four Wives," which is currently showing at the Strand, acquired the habit of calling all his actors "Baby."

The first time he used it on Claude Rains he got an astonished look called in film parlance a "double take." And when he used it on May Robson, May retorted: "Not for seventy-five years, Big Boy!"

No Rest Cures For May

May Robson is inclined to be rather impatient with young screen actors and actresses who profess to be all worn out and in need of a long rest after doing three or four pictures a year. Seventy-five years old, Miss Robson is currently rounding out her fifty-sixth consecutive year of acting, and has appeared in twelve pictures in the past twelve months. She's taking a vacation now, but not a rest. The vacation will be spent sight-seeing across the continent, and she embarked upon it the day after she finished her last scene in "Four Wives", the film now showing at the Strand.



Mat 111—15c
MAY ROBSON

A Rose By Another Name

When an English word bothers Mike Curtiz, Warner Bros.' top director and murderer of the English language, he simply gives it another name just as sweet. For example, in his current film "Four Wives" which is now showing at the Strand there's a Capehart. Curtiz stumbled over pronouncing it a couple of times, and then decided it was "capon."

Water His Waterloo

After being marooned at the Isthmus on Catalina Island during the big storm, Eddie Albert piloted his boat back across the channel in time to report to the "Four Wives" set at Warner Bros. for night scenes. He said he wasn't nervous during the big blow and had had a calm return crossing. Five minutes after he said that, however, a prop man slipped up behind his chair and dumped a bucket of water on the floor. Eddie jumped up like he'd been shot.



Mat 104—15c
EDDIE ALBERT

Strikes for Her Lunch

In an attempt to "kid" Director Michael Curtiz about his forgetfulness when the lunch hour strikes, Rosemary Lane thought up this stunt. She and Jeffrey Lynn, Dick Foran and Eddie Albert showed up on the set of "Four Wives" with belts around their waists that were obviously too large for them. "See how we've shrunk," they chanted. The director looked at them, glanced at his watch and called lunch.



Mat 113—15c
ROSEMARY LANE

English As She Is Spoke

Mike Curtiz was giving instructions to a group of women extras he had just chosen for a wedding scene in "Four Wives." "I want you should wear nice clothes for this wedding scene tomorrow . . . but this is a small town wedding . . . don't wear anything that look like it cost much . . . no Paris cremations."

'Florist' Hates Flowers

When Dick Foran, 200 pounds of film-hero virility, first reported on the Warner Bros. studio lot, he was asked to fill out a questionnaire about himself. One question was, "What is your favorite flower?" His answer to that was "Don't like flowers." Last year when the studio was casting "Four Daughters" they hit upon Foran as the perfect person to play the shy, inarticulate florist boy friend of one of the girls. Well, it was a fine role, and Foran accepted it. But he didn't know then that "Four Daughters" was going to be such a hit that Warners would make a sequel to it, using the same cast, of course. So Dick's playing a florist again in "Four Wives", now showing at the Strand Theatre.



Mat 107—15c
DICK FORAN

Protege Wanted

Jeffrey Lynn was both complimented and alarmed the other day when a 13-year-old, red-headed and pretty lass cornered him and demanded that she become his theatrical protege. She told him that Bernhardt and Duse and Bette Davis had been proteges. Jeff is now in "Four Wives" at the Strand.

No Dull Moments During Filming Of 'Four Wives'

When an actor or actress is working in a picture, it is naturally required of them that they be on the set each day, even though they may be in front of the camera only for fifteen or twenty minutes during that day. Some of the rest of the time is spent in rehearsals, but quite often there are stretches of nearly an hour when they have nothing to do.

Among the women players many knit or sew or cut out paper dolls for their children at home. The men smoke, tell stories, argue, submit to interviews, refuse to buy any more insurance and often take a cat nap. Men sleep on the sets more than women.

The Lane sisters, Priscilla, Rosemary and Lola, all together again recently in the picture "Four Wives," which is currently showing at the Strand, like to talk about and play with their animals. Gale Page sometimes "walks her dog."

May Robson knits while her companion on the set reads to her. She misses very little that goes on, however. Jeffrey Lynn invents gadgets for his own convenience.

Claude Rains, Frank McHugh and Dick Foran—proud papas all—are wont to gather in a little, somewhat shame-faced group and swap stories about their respective youngsters.

Some time is spent having hair-dresses repaired. Manicures on the set are common. Good books are at a premium, new automobiles, parked outside the set, must be admired and compared. Visitors from Kalamazoo are made welcome—but not too welcome because they might stay too long. Publicity men take up some of the spare time with "on the set" pictures of visiting celebrities or newspaper reporters and columnists. Denial of rumors uses up several minutes out of the average day. But it's never dull!

CAST

AnnLempBorden...PRISCILLA LANE
Kay Lemp.....ROSEMARY LANE
Thea Lemp Crowley...LOLA LANE
Emma Lemp Talbot...GALE PAGE
Adam Lemp.....CLAUDE RAINS
Felix Dietz.....JEFFREY LYNN
Dr. Forrest, Jr.....EDDIE ALBERT
Aunt Etta.....MAY ROBSON
Ben Crowley...FRANK McHUGH
Ernest Talbot.....DICK FORAN
Dr. Forrest, Sr....HENRY O'NEILL
Mrs. Ridgefield.....VERA LEWIS
Frank.....JOHN QUALEN

PRODUCTION STAFF

Directed by...MICHAEL CURTIZ
Screen Play by...Julius J. Epstein
Philip G. Epstein
Maurice Hanline
Suggested by the book
"Sister Act" by...Fannie Hurst
Director of Photography
Sol Polito, A.S.C.
Art Director.....John Hughes
Dialogue Director.....Jo Graham
Film Editor.....Ralph Dawson
Sound by.....Oliver S. Garretson
Makeup Artist.....Perc Westmore
Gowns by.....Howard Shoup
Orchestral Arrangements by
Hugo Friedhofer
Musical Director...Leo F. Forbstein
Music by.....Max Steiner
(The "Symphonie Moderne", as played in the film by the 110-piece Vitaphone Orchestra, was written by Max Steiner and Max Rabinowitch)

Running Time—112 Minutes



LOLA LANE

GALE PAGE



WIVES' DAY

Here's a wonderful opportunity to get the things you've wanted for yourself, your family and your home—splendid values — selected by our Advisory Board of Wives for quality and price in behalf of the women of Omaha.



PRISCILLA LANE

IN OMAHA

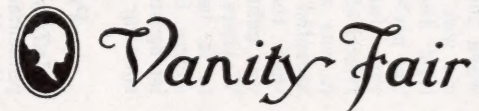
"Wives' Day" is your day—dedicated to the thrifty wives of Omaha and "Four Wives," Priscilla Lane, Rosemary Lane, Lola Lane and Gale Page, which will open Friday at the Strand Theatre on Main Street for a week's engagement.

MAY ROBSON



ROSEMARY LANE

FOUR WIVES CHOOSE



KNEELAST STOCKINGS

Here is what Vanity Fair is doing for you: 1. Half-page ad in Life Magazine, showing picture of "Four Wives"; 2. Life ad display cards for stores; 3. Blow-ups of same ad for windows; 4. Four-page broadside to over 3,000 dealers offering promotion aids; 5. Newspaper mats featuring "Four Wives" for local dealer tie-ups.



See local dealers and for details write to: MR. E. M. WAKEFIELD, JR. Vanity Fair Silk Mills, Reading, Pa.

Go-Getters Attention!

LOCAL WIVES TIE-UP PLAN FOR CITY-WIDE OR STORE-WIDE CO-OP

"WIVES' DAY" . . . can be launched to mean something really big all thru your showing. Local dealers and department stores can capitalize on the title of this picture by putting on a WIVES' DAY, sales to be advertised and promoted as follows: —

1. Banner illustrated can be copied by local Department Store for exclusive tie-up, to read: WIVES' DAY AT (NAME) STORE.
2. Banner copy can be changed to headline for city-wide dealer co-op ad page to read: WIVES' DAY IN (NAME) CITY
3. For added local interest, heads of stars in "Four Wives" can be substituted with heads of leading local women who make up an Advisory Board of wives to select articles advertised.
4. "Four Wives" and photos of the girls should be featured as a standard trade mark of this promotion in window displays, counter cards, elevator announcements, package inserts, bags and wrappers.

Note: Half-column mats on Banner from Publicity pages—other art on this page not available in mat form. Only tie-up stills available. Order—WIVES' DAY TIE-UP STILL—\$1.00 for set of 11 from Campaign Plan Editor.

GRUEN WATCH TIE-UP

National promotion includes ad in December 16th issue of LIBERTY featuring Priscilla Lane and John Garfield; free mats of ad for local dealers; blow-ups for window displays. Contact Mr. Don Hall, Gruen Watch Co., Time Hill, Cincinnati, Ohio.

GRUEN

The PRECISION

Watch



(STILL FW 55)

FIT RITE SHOES

It's shoes n' rice n' everything nice when the "Four Wives" become "Four Wives"



(STILL FW 54)

Flowers for the loveliest of the "Four Wives."

MALCOLM'S FLOWER SHOP

CURTAIN CALL!



(STILL FW 81)

Curtain call for all Wives describes this scene from "Four Wives." And when you need curtains call The Lace Shop.

It's shoes n' rice n' everything nice when the "Four Daughters" become "Four Wives."

BAKER'S SHOE STORE



(STILL FW 88)

"A cup of coffee, a sandwich and you" is Eddie Albert's and Rosemary Lane's theme in "Four Wives," and it is your theme too when you dine at

LEVIN'S CAFETERIA

FRIEDMAN'S

Priscilla and Rosemary Lane, there is no need to make your own hats today! Not when there is a hat shop in town to offer such extraordinary specials.

HONORA'S HATS



(STILL FW 53)

"Four Wives" hits the right note! . . . And so will our musical instruments.

KINGSLEY'S



(STILL FW 45)

You'd be as glum as Claude Rains if you were sent out to clean rugs! Let us do it for you.

ROBERT FERGISSIAN & SON, Inc.



(STILL FW 60)



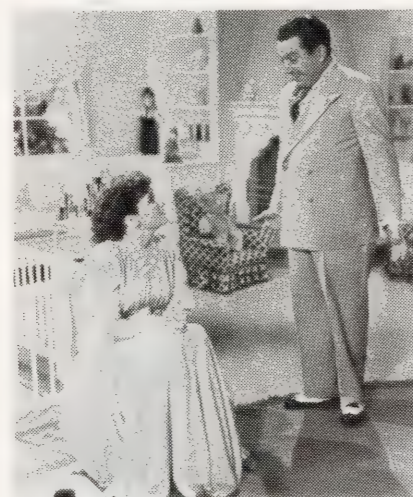
(STILL FW 431)

Here come the brides! The "Four Daughters" are now "Four Wives!"

Come in and see our charming selection of bridal gowns.

CHEZ HELENE

"You mean I'm gonna be a . . ." chortles Frank McHugh to Lola Lane in the scene below from "Four Wives." And when this scene takes place in your home you are going to need The Baby Bazaar for your nursery outfitings.



(STILL FW 107)

LEONARD'S FURNITURE



"FOUR WIVES" CHRISTMAS ART

Let the "Four Wives" say a "Merry Christmas" for you with the special Christmas art they posed for in Hollywood. A neat little package of six 8 x 10 stills, just what you want for your Greeting Adv., card and publicity. Just send for "Four Wives Xmas art." It's our gift to you!

You need one of our fountain pens to jot down important appointments, such as your date to see Priscilla Lane in "Four Wives."



(STILL FW 46)

JASON'S GIFT SHOPPE



(STILL FW 61)

Music hath charms—especially when Priscilla Lane is the teacher! But Miss Lane is not available to music instruction in (name of town) so let us be her substitute.

HOUSE OF LEE

HOLLYWOOD IN PICTURES

Window Bulletins

Unposed, behind-the-scenes studio shots make up this layout for a window bulletin. Art and type on one complete mat ready for local casting and printing. Actual size is 10 inches wide, 16 inches deep.

Three Ways To Use It:

1. Newspaper tie-up to sell its movie page. Imprint panel on bottom carries copy. Theatre credit is set to run in with cut captions.
2. Dealer tie-up. A natural for chain drug stores. Advertising appears in imprint panel. Theatre credit is set to run in with cut captions.
3. As is, with theatre imprint in bottom panel.

Order mat "Wives 502B"—75c—from Warner Bros. Campaign Plan Editor, 321 West 44th Street, N. Y. C.

Hollywood in Pictures 



HI-JINKS! Priscilla Lane has her own ideas concerning the wisdom of Director Curtiz who instructs Eddie Albert how to play the next scene in "Four Wives."

BABIES HAVE THEIR DAY IN THE MOVIES



TEMPERAMENT! Good actors on the screen, but they're bad actors when lunch time rolls around. The pride and joy of "Four Wives" played by Gale Page, Rosemary Lane, Lola Lane, Priscilla Lane, are "their babies" who appear with them in their latest film, and whom they are at the moment trying to pacify. The task appears a gay one.



OUCH! Sure way to make him say "I do." Rosemary Lane demonstrates how to make prospective spouse overcome any hesitancy.



"SHOOTING" A SYMPHONY ORCHESTRA is no easy job. This behind-the-scenes photo shows the camera mounted on a huge crane ready to "roll" on director's orders. Scene is from the Warner Bros. production "Four Wives" which is now playing locally.

IMPRINT PANEL

free! *and you wouldn't want anything better for your advance build-up!*

SERIAL STORY - SIX CHAPTERS

Another great story with the same characters already known and loved by thousands—a serialization of "Four Wives" to follow up the success of "Four Daughters". Each chapter about 750 words. Proofs and mats sent on request from Newspaper Editors. Write or wire Warner Bros. Publicity Director, 321 West 44th St., N. Y. C.

BELLE-RINGERS

"Four Wives" is no problem — for exploitation, of course! It's a natural for femme and family trade. Go after groups of women through their clubs. Exploit your showing with a "Wives Week" or "Wives Day." Follow through with the many easy working ideas on these pages.

Typical American Wife Picked from Shoppers

Chicago "American" recently tried this one. Find the typical American wife. Newspaper photographer tours certain streets at specified times taking pictures of the shopping crowds. Certain pictures are circled and printed in cooperating newspaper for photographed person to identify. Prizes are promoted from those stores used.

Local "Four Wives" Popularity Contest

Voting contests for most popular group of four married daughters in one family. Local newspaper runs entry blanks and also prints winning photos. Photos entered are displayed in lobby. This is twist on successful newspaper tie-up with "Four Daughters" run in Charlotte, Cincinnati and Chicago. In each case attention attracted by stunt was city-wide.

Biggest Family Group Gets Picture Taken

Invite local families to hold their get-togethers at your theatre during your run of "Four Wives." Arrange with local photographer to make shots of family groups. Offer prize to "biggest" family attending. Advertise it as the "perfect family picture for the entire family reunion." Set aside special section to seat family group. Contact local newspaper for stories and pictures.

Wives Demonstrate Culinary Talent

Recipe contest will appeal to all women. Have them exhibit samples of their culinary prowess which you can display in your lobby. Newspaper women's page editor makes winning selections from stage of theatre. Send the unspoiled food to local orphanage but, first, let the newspaper in on the stunt to get pictures and best coverage.

Wife Boosters Club To Boost Interest

The National Wife Boosters Club has taken a great interest in "Four Wives." Post a letter in your lobby from the president of this club expressing his gratification at your showing the film. Then sponsor contest in which local husbands write in their ideas as to why they consider theirs to be the "typical wife." Best letters receive promoted prizes.

Unmarried Men Have Their Say

Can promote widespread interest and fun among unmarried gents in town by polling them on the subject, "What I expect my wife to be." Contact all fraternity houses, athletic clubs, service clubs, Y.M.C.A.'s, etc. Winning letters are posted in your lobby, with newspaper tying in story and picture on final contest winner. Award prize from stage.

Let 'Em Pose As Bride and Groom



Still FW 439 is blown up life-size and set in lobby opposite large mirror. Heads of Rosemary Lane and Eddie Albert are cut out on dotted lines and mounted on hinges which move out of position to make room for oglers. Tie up with local amateur photographer to snap pictures. Blow-up also makes an attractive lobby set piece.

Let the Wives Talk About Their Hobbies

What is a wife's hobby? What does she do when she is not taking care of the house? Letter contest from wives on this subject. Prizes can go to most unusual hobby or letter. Women's clubs are your best bet to give this idea a real send-off. If a sufficient number of wives have hobbies, use specimens in your lobby for display on 40x60 boards.

"Something Old—New—" For Exhibits and Story

Get to the married women to submit lists of "something old, something new, something borrowed, something blue" they wore at their weddings. Prizes go to most novel or unusual lists. Use winners for lobby display along with stills from picture. Also have paper run feature story with photos of unusual articles exhibited.

Fete Town's Oldest Married Couple

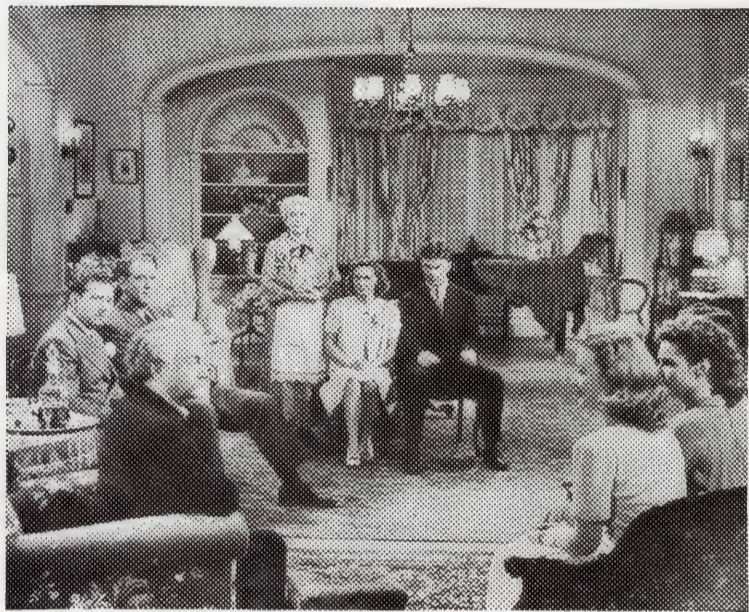
Set aside one special night during your showing as "Husband-Wife Night" at the theatre. Prizes are awarded to the oldest married couple attending, most distinguished husband and wife, couple with four married daughters, etc. Contact your local newspaper to run interview stories and pictures of the winners. Promote prizes from cooperating merchants for the winners.

Promotion With Women's Clubs

Make sure you contact the local women's clubs, bridge organizations, social clubs, etc. Wedding invitation mailing piece (on page 16) or letter (on page 16) will perk up their interest. Distribute comment cards at screenings for them and use appropriate ones for display on a 40' x 60' frame in your lobby. Illustrate with stills from the picture.

NOVEL CONTEST

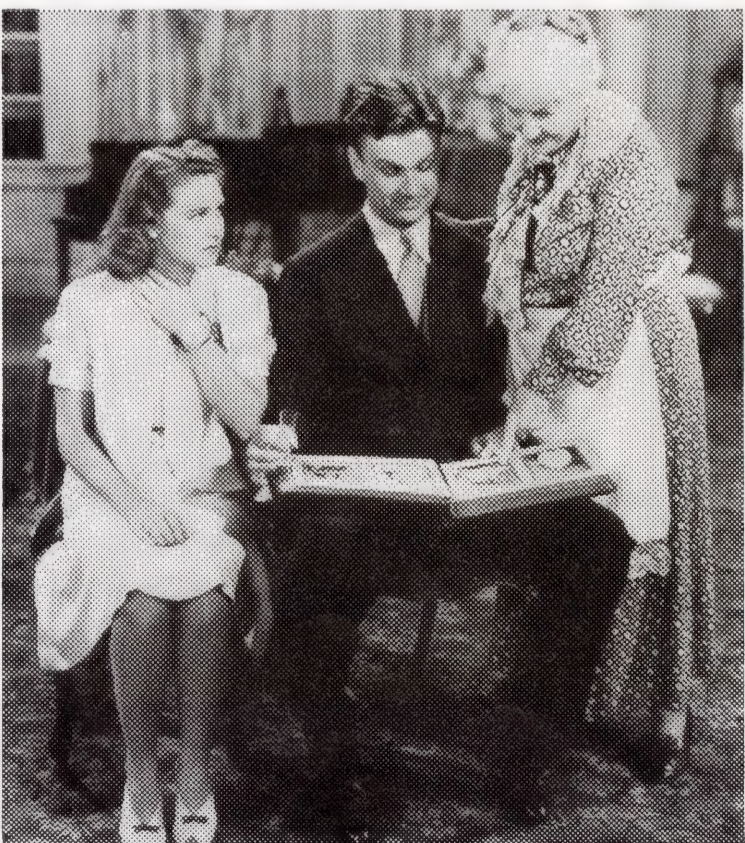
Remember all those wisecracks about weddings, in-laws and bridegrooms? Well, the idea of this contest is to select the line which best fits each photo on this page—all scenes from the picture. Ten lines, listed in the center of this page and reprinted each day, give the clues. Try it yourself and see how entertaining it is. Mats available ready to run in advance of your showing. Order "Wives Mat 501B"—75c—from the Warner Bros. Campaign Plan Editor, 321 West 44 St., New York, N. Y. If your paper prefers stills, order "Wives Contest Stills"—50c.



FIRST DAY—Correct Answer: You can choose your friends but you can't choose your relatives.



SECOND DAY—Correct Answer: Something old, something new, something borrowed, something blue.



THIRD DAY—Correct Answer: Homely babies make pretty ladies.

(Introductory contest story)

News to Sponsor Interesting Contest

How's your marriage I. Q.? From time immemorial, folks have been making witty remarks about wedded life, and since it's a state that most of us arrive at sooner or later, here's your chance to see just how good you are with them. If you're good, you may be one of the lucky winners of two free tickets to see "Four Wives," the sequel to last year's hit, "Four Daughters." "Four Wives" opens at the Strand Theatre Friday.

Starting today and continuing for five more days, the Daily News will print a scene from "Four Wives," accompanied by a list of ten familiar proverbs centering around marriage. All you have to do is decide which of these is best illustrated by the scene shown and check your choice.

Priscilla, Rosemary and Lola Lane and Gale Page play the title roles in "Four Wives," with Jeffrey Lynn, Eddie Albert, Frank McHugh, Dick Foran, Claude Rains, May Robson and Henry O'Neill heading the supporting cast. The character of "Mickey Borden," as he appears in the picture is portrayed by John Garfield. Michael Curtiz directed, from the script by Julius J. and Philip G. Epstein and Maurice Hanline, suggested by the Fannie Hurst novel, "Sister Act."

(Rewrite daily story from this)

Each day print this list of possibilities from which contestants select correct one:

Marriage is a wonderful institution but who wants to live in an institution?

The way to a man's heart is through his stomach.

A new groom sweeps clean.

All brides are beautiful.

A young man married is a young man marred.

Homely babies make pretty ladies.

Something old, something new, something borrowed, something blue.

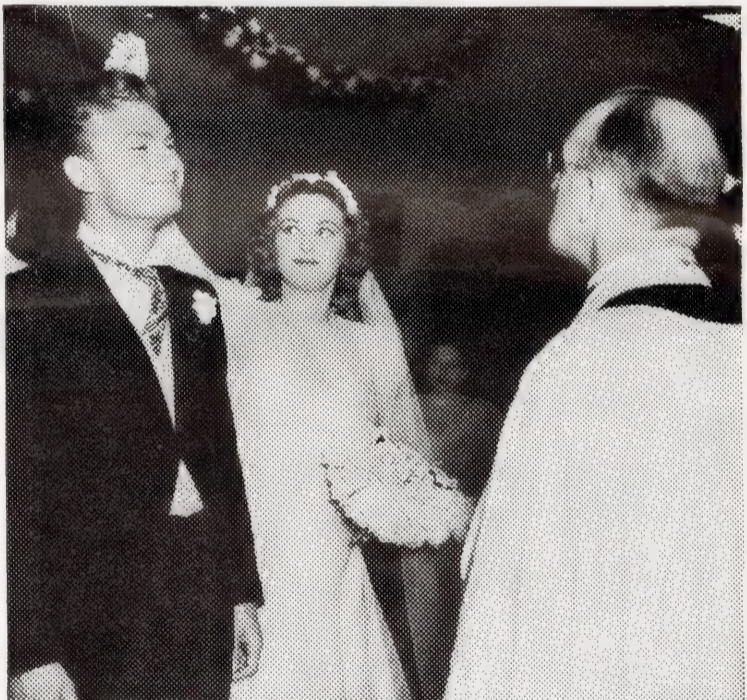
You can choose your friends but you can't choose your relatives.

You can drag a groom to the altar but you can't make him say "I do!"

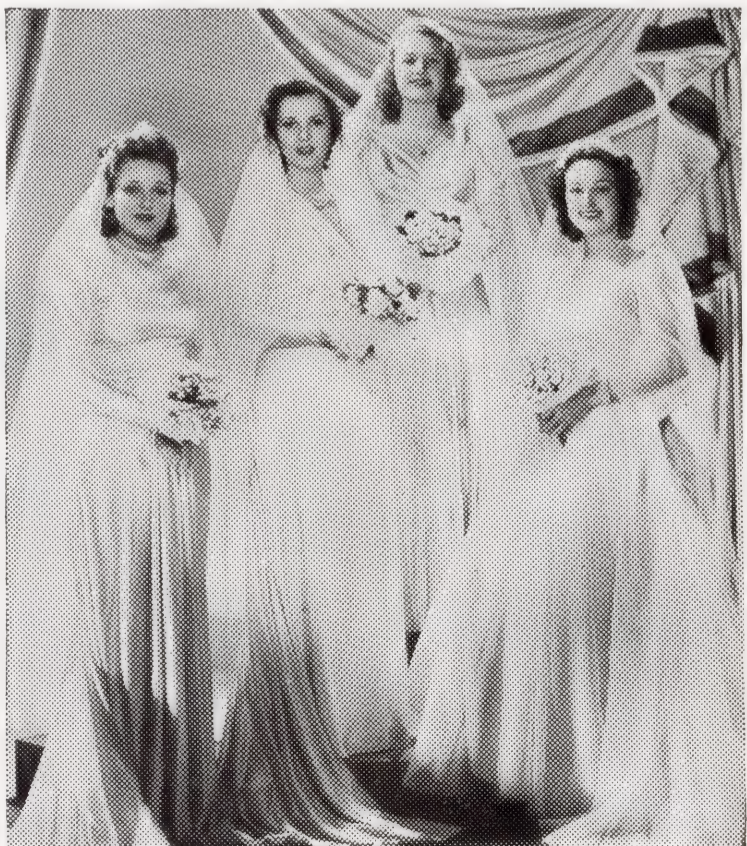
Happy is the bride the sun shines on.



FOURTH DAY—Correct Answer: The way to a man's heart is through his stomach.



FIFTH DAY—Correct Answer: You can drag a groom to the altar but you can't make him say "I do!"



SIXTH DAY—Correct Answer: All brides are beautiful.

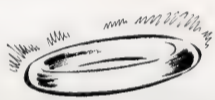
Rice and Old Shoes Give Proper Effect

Imitation wedding rings, small quantities of rice in a bag, an old shoe or even baby rattles make effective novelties for local distribution from your lobby or on the streets. Copy on attached cards reads: "Here come the brides! The 'Four Daughters' are now the 'Four Wives.' Theatre and playdate." Special copy for rattle might be: "A rattling good time, etc."



Prominent Localities' Wedding Photos

Interest your local newspaper in a feature or series of articles on the old wedding day pictures of prominent localities. Photos are accompanied by interviews with persons involved on success of their married life. Adapt idea for a lobby contest to find the oldest picture.



Display or Personal Ad To Perk Up Interest

WANTED!

A wife like
PRISCILLA LANE
whom I saw in "Four
Wives" at the Strand
Theatre.

Write to: JOE DOE
Daily News, Box 340

Display this ad in your local newspaper the first day of your run or, if you prefer, insert it in the personal notice column. Follow-up ad the next day reads: "Not Ann but Kay Lemp (Rosemary Lane) is the wife I want." Build this into a word-of-mouth controversy — which wife would you want? In lobby, poster cutout heads of girls are cue for vote—like which one should your wife be?



Decorate Your Lobby With Bells, Flowers

Decorate your marquee and lobby with wedding bells, ribbons, flowers, etc., in typical wedding decor. Use a recording of chiming bells or the "Wedding March" in your lobby and over your public address system.



Famous Wedding Line Is Cue For Treasure Hunt

That old line associated with all weddings — "something old, something new, something borrowed, something blue" — is your cue for either a treasure hunt or scavenger search.

Used as a treasure hunt, arrange to have "something old, something new, something borrowed, something blue" buried in various places around town. From there on, run this as regular treasure hunt—clues, etc.

Used as a scavenger search, you stage this as a feature at an evening performance. Contestants are sent out to find "something old, something new, something borrowed, something blue." Prizes go to winners.

Wedding Aisle Display Easily Staged for "Four Wives"



Just think what an attractive piece this will make for your lobby, on your mezzanine or in a window. Photo blow-up is from Still FW 431.

2 Picture Album Stunts For Your Lobby

For lobby and window display, set up a large picture album. Front cover carries copy:

"... And so the 'Four Daughters' were married." Turn to first inside page which features this copy: "Remember their first picture together? For every joyous memory—for every gay laugh—for every heart-throb—there's another in its place! Just as sweet, just as entrancing, just as unforgettable as the ones that made their first adventure such perfect entertainment!"

Following pages run scene stills from picture and selling copy picked up from the ads. Station pretty theatre attendant to turn pages.

No. 2. Stunt

Call for old family albums for display. Especially contact prominent families and localities in town. Grouped in center of these albums feature the "Lemp Family Album" containing scene stills from picture.



Wedding Cake Cutting For Opening Night

The Carolina Theatre in Charlotte, N. C., used this wedding cake stunt which garnered plenty of free space. Promote cake from local bakery and call it the "Four Wives Wedding Cake." Inserted in cake are number of prizes including coins of money, theatre tickets, trinkets, etc. Opening night patrons each receive a slice. Cake used by Carolina Theatre was four feet high. Charlotte "Observer" cooperated with stories, pictures and ads at no cost to theatre.



Direct Tie-in for Local Florists

Tie up with your local florist to deliver small spray of flowers, boutonnieres or corsages to prominent localities, newspaper people, etc., with this copy attached: "And so the 'Four Daughters' were married. See them as 'FOUR WIVES.' Theatre and playdate." Cards with promoted flowers carry courtesy line for florist.

Two ready-for-action national tie-ups—Vanity Fair Stockings and Gruen Watch—on the co-op ad spread (pages 10 and 11). Be sure to see them!

EXPLOITATION

Copy for Direct Mailing And Radio Spot Flashes

Dear Friend:

Remember "Four Daughters"? Well, they're "FOUR WIVES" now! Yes, they're married off to four nice young men and all are very happy, thank you.

Perhaps you've been waiting for another refreshing photoplay as "Four Daughters" which was such a popular hit about two years ago. The Strand is happy to tell you that it will show the sequel to that picture, starting next Friday.

The whole "Four Daughters" family is together again in "Four Wives"—the same lovable characters played by the same stars—Priscilla, Rosemary and Lola Lane, Gale Page, Claude Rains, May Robson, Jeffrey Lynn, Frank McHugh, Dick Foran and Mickey Borden played by John Garfield as he appeared in "Four Daughters".

There are children too—but wait, we shouldn't tell you too much, except to advise you to be sure to see "FOUR WIVES". If you enjoyed "Four Daughters", you will equally like "Four Wives". Make a date and bring the whole family to see it...it's a good evening's entertainment.

"FOUR WIVES"...at the Strand...starting next Friday.

Sincerely yours,

Manager

Wedding Announcements

Wedding announcement cards printed locally.
Distribute through mail. Copy reads:

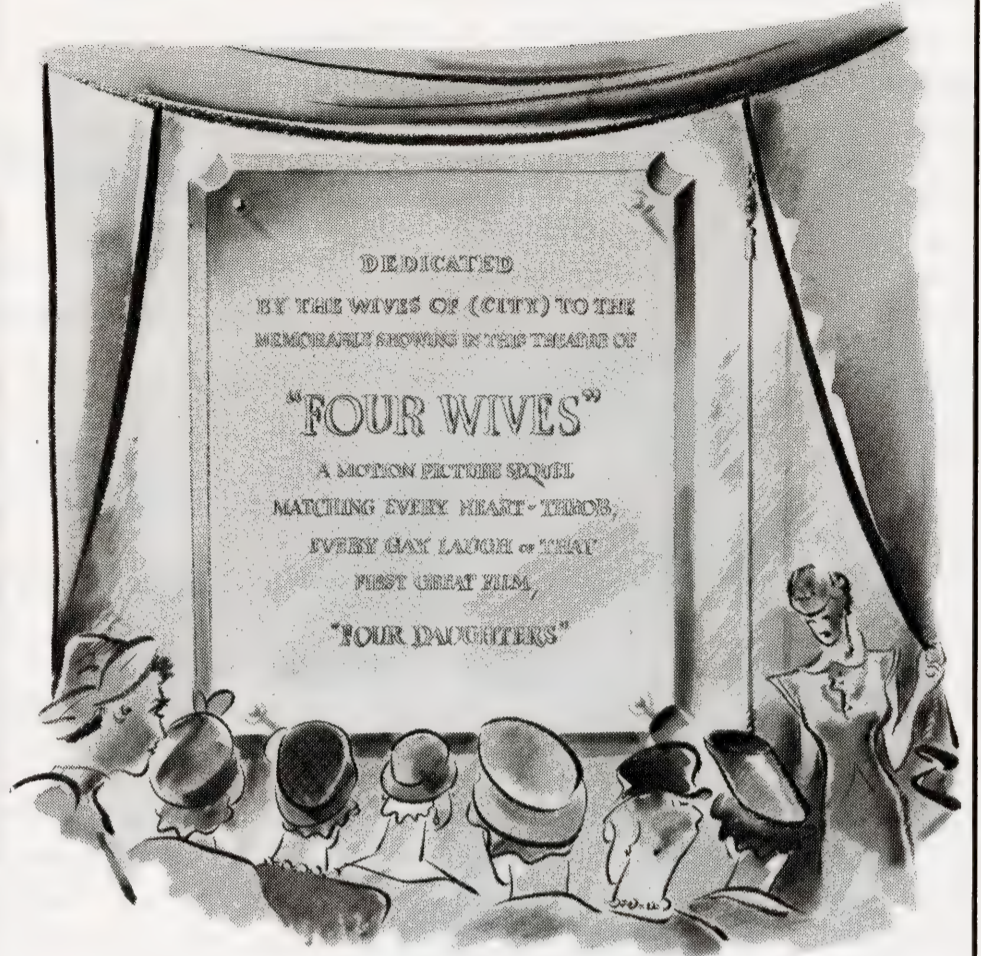
The Strand Theatre
is happy to announce the marriage of the
Four Daughters
Priscilla Lane to Jeffrey Lynn
Rosemary Lane to Eddie Albert
Lola Lane to Frank McHugh
Gale Page to Dick Foran
in
"FOUR WIVES"
at the Strand Theatre on
December 24, 25 and 26, 1939

Everybody Loves a Wedding

The stage wedding gag is an oldie, but have you ever thought of having *four* weddings in one? Probably have to look far and wide to find the McCoy to work this stunt, so it will be just as effective if you pull off a "mock wedding" for your patrons, four or one. If you give it real treatment, music, gowns, ushers, announcements, etc., it will get attention, *because everybody loves a wedding.*

[16]

Local Wives Commemorate Showing with Tablet



Local women's group may be interested to cooperate in dedication of a wall plaque carrying copy illustrated. If you can get proper sponsorship, this event can be live local news to break the papers with photos and publicity stories which you use for lobby display.

Movie Quiz for Classified Section

Tie up with your local newspaper to spot all or selected questions from this movie quiz in the classified ad columns. Prizes, promoted from merchants whose ads contain the questions, go to persons discovering and correctly answering questions. Or, plant the entire quiz as a feature in the paper and use for lobby contest, street throwaways and theatre programs.

QUESTIONS

- Which was the last of the Lane sisters to enter pictures?
- Which pictures won Academy Awards for Bette Davis?
- Which one of the four husbands in "Four Wives" was once an usher in a New York Theatre?
- What actor became a star over night as a result of role as Mickey Borden in "Four Daughters," his first picture?
- Who taught Shirley Temple to tap dance?
- What star wasn't seen in his first motion picture success?
- What Irish actress just returned to Hollywood to play in "The Sea Hawk"?
- In what picture did Priscilla Lane, one of the "Four Wives," star without the other three?
- In what picture did Rosemary Lane, one of the "Four Wives," star without the other three?
- In what picture did Lola Lane, one of the "Four Wives," star without the other three?
- In what picture did Gale Page, one of the "Four Wives," star without the other three?
- What actress is known as "America's Sweetheart"?
- What actress-apartment house owner will not take childless tenants?
- Name three of James Hilton's novels that have reached the screen.
- What screen actor once herded sheep in Ireland?

ANSWERS

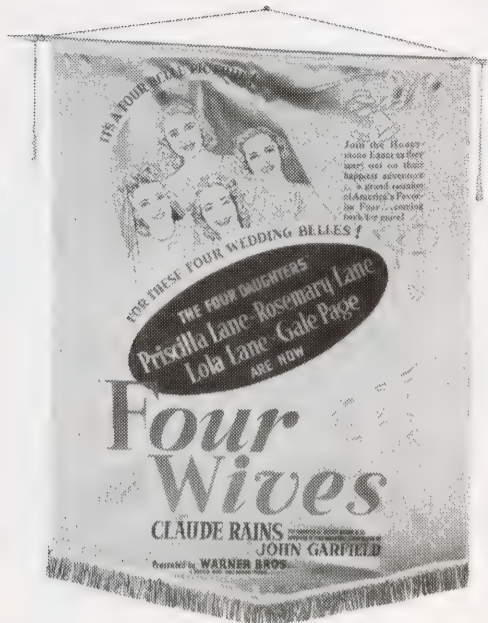
- Priscilla Lane.
- "Dangerous" and "Jezebel."
- Jeffrey Lynn.
- John Garfield.
- Bill Robinson.
- Claude Rains.
- Geraldine Fitzgerald.
- "The Roaring 20's," "Dust Be My Destiny," "Yes, My Darling Daughter," "Cowboy from Brooklyn," "Men Are Such Fools," "Love, Honor and Behave."
- "The Return of Doctor X," "Oklahoma Kid," "Golddiggers in Paris," "Blackwell's Island."
- "Torchy Blane in Panama," "Mr. Chump," "When Were You Born?"
- "Indianapolis Speedway," "Naughty But Nice," "The Amazing Dr. Clitterhouse," "Crime School," "You Can't Get Away with Murder," "Heart of the North."
- Mary Pickford.
- May Robson.
- "Knight Without Armor," "Lost Horizon," "Goodbye, Mr. Chips," "We Are Not Alone."
- George Brent.

STREET STUNT! . . .

Need
More
Be
Said?



POSTERS and ACCESSORIES



40" x 54"

SATIN BANNERETTE

Price: \$1.75

Rental: \$1.00



40" x 60"

ACTION DISPLAY

Full Color Photo Gelatin

Rental: 75c each

**EVERYTHING YOU NEED
TO PUT ON A FLASH
FOR YOUR SHOWING!**

HERALD

**It's A
Beaut!**



9" x 12" Full Color Herald, shown in reduced size, with reverse side free for co-op imprint.

PRICES:
\$2.75 per M for quantities in less than 5M lots.
\$3.00 per M for quantities in less than 5M lots.
over

LOBBY CARDS



INSERT CARD
Rental: 12c each



COLORED 22 x 28's
Rental: 20c each

8 COLORED 11 x 14's



Set of Eight
Rental: 35c

LOBBY DISPLAY



Illustrated:
24" x 60" Silk
Screen Display
Only one of our
many items

**AMERICAN
DISPLAY
CO., INC.**

525 W. 43rd St.
New York, N. Y.

2 WINDOW CARDS



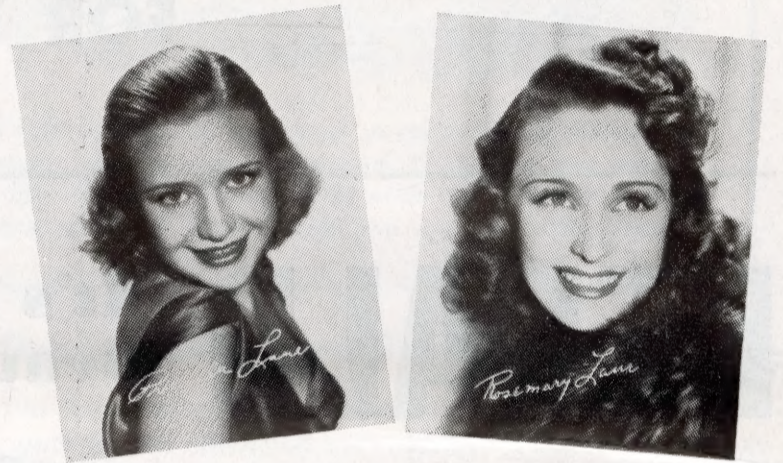
MIDGET SIZE
Price: 4c each



REGULAR SIZE
1 to 49.....7c each
50 to 99.....6c each
100 & over..5 1/2c each

STAR PORTRAITS

11" x 14" Autographed Color Glos



1 to 9.....35c each
10 to 24.....30c each
25 & over.....20c each
Also available in 8" x 10" size...15c each

SIGNED FAN FOTOS



8" x 10"
Black on
Buff Paper



Ask your
Vitagraph
ad salesman
for special
quantity
prices

Flash this
slide on your
screen and in
your lobby to
pre-sell your
showing



SLIDE
Price: 15c

30" and 40" PHOTO STAR DISCS

Black and white and full color, 30" and 40" photo star discs of Priscilla, Rosemary and Lola Lane, Gale Page, Claude Rains, Jeffrey Lynn and May Robson available for your lobby and theatre front. Order from Superior Studios, Inc., 442 W. 42nd Street, N. Y. C. Black and white: 30"—\$1.25 each, 40"—\$2.50; full color: 30"—\$2.50 each, 40"—\$4.00. All prices F. O. B. New York.

WARNER BROS.

PRISCILLA LANE
ROSEMARY LANE
LOLA LANE
GALE PAGE



The "Four Daughters"
ARE NOW
Four Wives
CLAUDE RAINS

JEFFREY LYNN · ALBERT
MAY ROBSON · FRANK MCHUGH · DICK FORAN · HENRY OWELL
Directed by MICHAEL CURTIZ



JOHN GARFIELD

24-SHEET (See Quantity Prices Below)

QUANTITY PRICES

24-SHEETS

1 to 4\$2.40 each
5 to 9\$2.25 each
10 to 24.....\$2.00 each
25 & over.....\$1.75 each

SIX-SHEETS

25 to 4980c each
50 to 9970c each
100 & over.....60c each

THREE-SHEETS

50 to 9932c each
100 & over.....28c each

ONE-SHEETS

50 to 9911c each
100 & over.....8c each



SIX-SHEET Rental: 48c each



THREE-SHEET . . Rental: 24c each



ONE-SHEET . . Rental: 8c each

*"Four Wives"
All Set
For You!*



by WARNER BROS.

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA
HISTORY
DIGITAL LIBRARY 

www.mediahistoryproject.org